

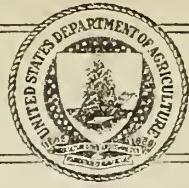
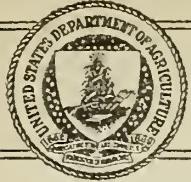
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INFORMATION FOR THE PRESS

U. S. DEPARTMENT OF AGRICULTURE  
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Press Service



WASHINGTON, D. C.

RELEASE FOR PUBLICATION  
NOV. 4, 1936 (WEDNESDAY)

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THE MARKET BASKET

by

Bureau of Home Economics, U. S. Department of Agriculture

CRANBERRIES ARE HERE AGAIN

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The little red cranberry is a versatile fruit. And its season is much longer than it used to be.

For years women have been discovering its many uses, and thanks to more scientific ways of growing and marketing the crop, this bright, cheerful berry comes to market early in the fall and stays throughout the winter. It no longer appears just before Thanksgiving and disappears immediately after Christmas. Like turkey that we've come to regard in the same category with other poultry, we class cranberries as one of the many-purpose, all-winter fruits. Its pleasantly tart flavor goes as well with plain everyday fare as with the holiday bird.

For instance, the bright color and tart taste of cranberry juice makes it an excellent appetizer. The cooked and sweetened juice, thoroughly chilled, is excellent to precede a roast meat dinner, either alone or mixed with sweet pineapple juice, cider, or ginger ale. Another colorful appetizer is chilled grapefruit sections with red cranberry juice poured over them.

Cranberry sauce and jelly are not the only cranberry relishes to serve with poultry and meat.



Following the lead for serving more fruits raw, there is a cranberry relish that is becoming very popular. It is quickly and easily made by grinding together through the food chopper 1 cup of raw cranberries and an orange (pulp, rind, and all except seeds), and sweetening the combination to taste with sugar or honey. In a covered jar this relish will keep for some time in the refrigerator, ready to serve with meats of many kinds.

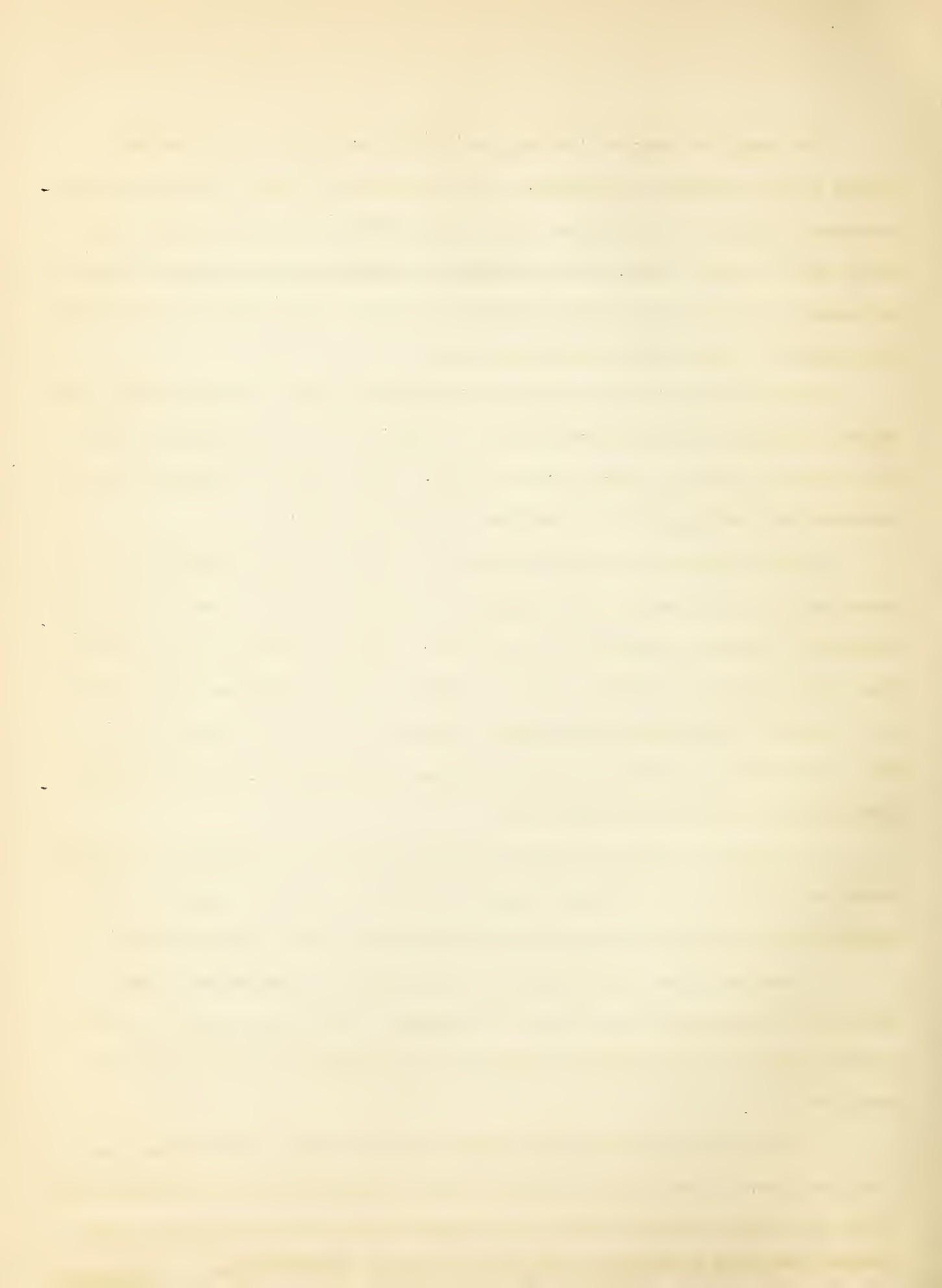
Among the desserts the cranberry also has its place. The traditional New England cranberry pie looks much like a red cherry pie -- the open-faced kind, with latticed strips of pastry across the top. Then there's a compromise pie -- cranberry and raisin, for those who like a sweeter dessert.

Steamed cranberry pudding is "tops" for a winter meal, especially if accompanied by a hot sauce of the thickened red juice. At the other end of the thermometer there's cranberry ice and sherbet. Cranberry sponge is worth knowing about, too. It is cooked, sweetened cranberry juice stiffened with gelatin and made fluffy with beaten egg whites. Sometimes it is molded and chilled, then turned out and served with whipped cream. Or it can be put in a prebaked pie shell for a cranberry chiffon pie.

To supply those who buy many of their food products ready-made, cranberry sauce now comes in cans, cranberry juice in bottles. In these forms, the cranberry comes to the table the year around, regardless of the growing season.

To meet all these up-to-date uses for cranberries, larger and larger crops of the fresh fruit have come on the market. This year a harvest of about 530,900 barrels of cranberries is forecast -- a heavier crop than last year's very good one.

In the East, cranberry growing centers in the "bogs" of Cape Cod, Long Island, and parts of New Jersey. Wisconsin grows its cranberries in "marshes", and there are modern cranberry fields on the Pacific Coast. To grow anywhere cranberries must have an acid peat soil and cool summer temperatures.



The so-called "bogs" or "marshes" are not, as the names imply, swampy land. They are carefully prepared fields, which are artificially flooded at certain stages during the winter, to protect the roots of the cranberry vines from freezing, and later on to ward off insects. Cranberries used to be hand-picked and some varieties still are, but most of the crops are now gathered in large scoops with finger-like projections that rake through the vines very effectively. If berries are picked when the fields are flooded, they do not store or stand up in the markets as well as dry-picked berries, and the latter practice is preferred.

The desirable market qualities in fresh cranberries may be summed up in a few words: Look for fresh, plump, firm berries with a high luster and good color. Avoid berries that are shriveled, dull, soft, or moist. The most common are the rather large, bright red fruit and the small darker kinds which are less tart than the light-colored sorts.

Cranberries "jell" easily, because they are rich in acid and pectin. Also, because they cook very quickly and have so much acid, they retain their vitamin C content sufficiently in cranberry sauce or juice to be rated as a very good source of this important food factor. The sauce or jelly has the best flavor when freshly made. Once the surface is cut, cranberry products "weep" or become watery, so it is best to mold each lot in small glasses holding just enough for one meal.

#### Steamed Cranberry Pudding

2 cups cranberries	1/4 cup butter or other fat
1-1/2 cups sifted soft-wheat flour	1/2 cup sugar
2 teaspoons baking powder	2 eggs
1/4 teaspoon salt	1/2 cup milk

Pick over, wash, and dry the cranberries and roll them in 2 tablespoons of the flour. Sift the rest of the flour with the baking powder and salt. Cream the fat, add the sugar and well-beaten eggs, and add the dry ingredients alternately



with the milk. Fold in the cranberries, turn into a buttered mold, cover, and steam for 2 hours. Serve hot with sauce made as follows: Mix 1 cup sugar, 3 tablespoons cornstarch, and 1/4 teaspoon salt together, and add 2 cups of boiling water. When thickened, cook for 10 minutes in a double boiler. Meantime cook 2 cups of cranberries with 1 cup of water until soft. Press through a fine sieve and add the pulp to the cornstarch mixture. Add 2 to 4 tablespoons butter and serve hot over the cranberry pudding.

#### Cranberry Chiffon Pie

3 cups cranberries	2 eggs
1 cup hot water	1/4 cup cold water
1 cup sugar	1-1/2 tablespoons gelatin
1/4 teaspoon salt	2 tablespoons powdered sugar

#### Pastry

First make a pie-crust shell, size nine inches, with a high rim to hold the filling. Prebake it until delicately brown. Boil the cranberries in the hot water until they are soft, then press them through a fine sieve. Add sugar, salt, and the well-beaten yolks of the eggs, and cook over hot water for a few minutes. Soak the gelatin in cold water first, then dissolve it in the hot mixture. Chill the mixture. When it begins to set, fold in the whites of eggs which have been beaten stiff, with the powdered sugar. This quantity of cranberry chiffon pie filling will be just enough for a nine-inch crust.

#### Cranberry muffins

1 egg	4 teaspoons baking powder
3/4 cup milk	1/4 cup sugar
4 tablespoons melted butter or other fat	1/2 teaspoon salt
2 cups sifted flour	1 cup cranberries

Beat the egg slightly and add the milk and melted fat. Pour into the sifted dry ingredients. Roll the berries in two more tablespoons of sugar, and fold into the batter. Do not stir the mixture any more than necessary. Pour into greased muffin pans and bake in a moderately hot oven (400° F.) for about 30 minutes, or until brown. Serve hot.



# INFORMATION FOR THE PRESS

## U. S. DEPARTMENT OF AGRICULTURE Office of Information Press Service



WASHINGTON, D. C.

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### THE MARKET BASKET

by

Bureau of Home Economics, U.S. Department of Agriculture

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#### APPLES, RED OR YELLOW

Apples travel on their looks. Some prefer red apples, some yellow. Whichever kind he grows, the orchardist selects the most attractive apples to pack in boxes or barrels for market. He knows that the finest looking apples, other factors being satisfactory, will rate the best U. S. grades and bring the best prices. And he also knows that well-colored apples are not nearly so subject to injury by storage scald as are apples in which color is imperfectly developed.

Buyers have a decided preference for well-colored apples, because good color is a practical and easy way to tell that the fruit is ripe. Of course the customer must first decide what kind of apples she wants -- for cooking, eating, or general purpose, -- and then see what the local market offers in the varieties for each of these purposes. Within the chosen variety, the look of the fruit usually governs her decision, whether she buys single apples or a whole barrel.

Scientists of the U. S. Department of Agriculture, and in some of the state experiment stations, have been interested recently in the chemical changes in apples which bring out good color. They have found out that these same changes are also required to bring the fruit to maturity and to develop flavor, aroma,



and good eating quality. In order to be good, red varieties should be red and yellow varieties yellow, showing that they possess the special chemical constituents that give color to the skin and assure good flavor.

Perhaps newspaper readers have been hearing that the 1936 apple crop is the lightest we've had since 1921. While that is true, there are still great quantities of apples. In the first place, almost 40 million bushels of the total crop has been grown on farms for home use, or on single apple trees in towns and even in cities.

In years of great apple abundance, some of the crop never reaches the market. In the past there have been seasons when it did not pay to hire labor to pick apples or ship them, even to the cider mill. When we have a year of reported scarcity it is likely that the best apples will be handled and stored with more care so that they will reach the market in good condition. For example, at the Washington State Agricultural Experiment Station, investigations showed that the methods used in washing the apples before they went into storage made a difference in how they behaved when taken out of storage — whether or not they shriveled or lost their flavor.

Other investigators have found that the rate of ripening following picking is determined almost entirely by the temperature at which the fruit is held, either commercially or under home storage. This rate of ripening differs for different varieties of apples and for the same varieties in different parts of the country. Most commercial varieties store well at from 32° to 42° F. and gradually reach prime eating condition up to the end of February. Western and New York apples ripen somewhat more slowly than the same varieties grown in Virginia.



There are some general purpose apples which can be eaten raw or cooked with equal relish. But the housewife who has her own apple trees knows that some kinds of apples are better for pie or sauce, others to put in the school lunches or the fruit bowl on the sideboard. The woman who buys her apples in the city store might also choose the variety according to its main uses. A juicy, tart Rhode Island Greening or a Rome Beauty makes better dumplings than the mild Delicious -- which is all its name implies for eating out of hand. Incidentally, either because of its name, its flavor, or its looks, the Delicious apple has become a best seller.

The most important commercial apple growing sections are New York and the Potomac-Cumberland-Shenandoah Valley area in the east and Washington and Oregon in the northwest. A quantity of apples also comes from New England and the north central states, and California, Idaho, and Colorado ship thousands of bushels each year to eastern markets.

Of the 35 to 40 best known varieties, some 10 or 15 account for about 85 percent of the average crop. The Bureau of Plant Industry mentions among the well-liked general purpose varieties; Wealthy, an early apple in the east, but gathered in the fall in Michigan and the upper Mississippi region; Jonathan, common to all the middle latitude states (Ohio, Indiana, Illinois, Missouri, Kansas, Iowa, Nebraska, and northwestern Arkansas,) as well as in the northwest; Northern Spy, another northern and eastern favorite; Stayman Winesap, Baldwin, and McIntosh.

Chiefly for dessert, or eating uncooked, those who know apples recommend Delicious, Spitzemberg, Grimes Golden, Yellow Newtown, and those in the general purpose group. Some apples bake well because of their size and firm flesh, others cook up well for pie or sauce. Generally speaking, the York Imperial, Baldwin, Rome Beauty, and both the Winesaps can be depended on for most cooked uses, as well

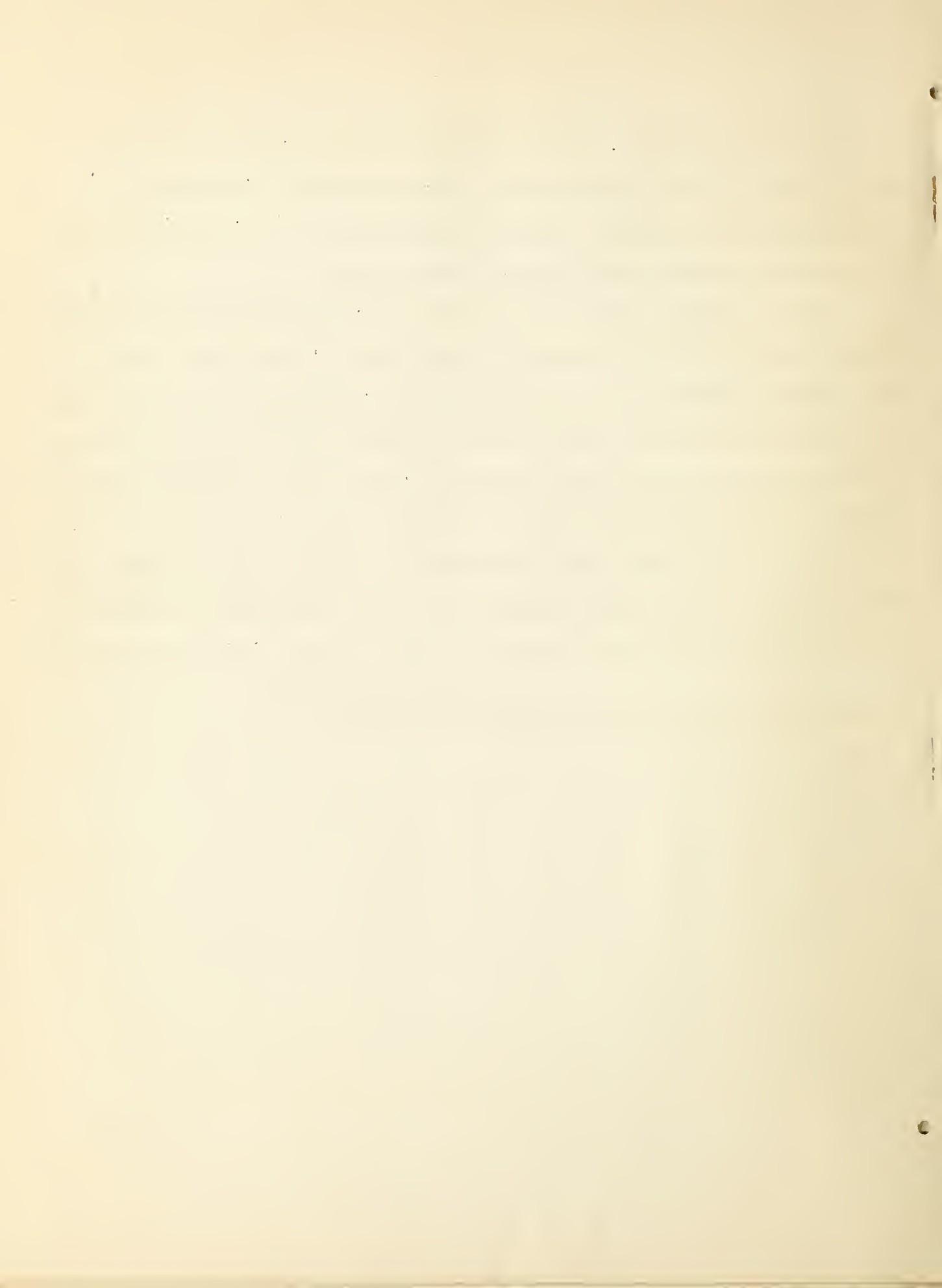


as the all-purpose apples. The best varieties for large yields of jelly in the New York area are Rhode Island Greenings, Esopus Spitzenberg, Tompkins King, Northern Spy and Fall Pippin. Oregon recommends Maiden Blush, Scott, Twenty Ounce Jonathan, Rome Beauty, Northern Spy, and several others.

When it comes to using all these varieties, and the others that grow well locally, why limit the apple desserts to baked apples, pie, and sauce? Why not have dumplings, turnovers, cobblers, brown betty, or apple upside-down cake? Apple tapioca, and Dutch apple cake are other favorites. Then there are the dishes in which apples are combined with vegetables, as when they are scalloped with sweet potatoes or red cabbage, or fried with carrots or onions.

To be at their best, apples are cooked with as little water as possible and not too long; they are seasoned sparingly with spices like cinnamon or nutmeg, so as not to cover up the delicate flavor of the apple itself. And the good cook adds

sweetness stored within  
a few grains of salt to bring out all the fruit itself.



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THE MARKET BASKET

by

Bureau of Home Economics, U. S. Department of Agriculture

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TURKEY THE YEAR AROUND

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Time was when any orthodox housewife could claim with reasonable accuracy to have cooked at least forty turkeys by the time her silver anniversary had come and gone. There was turkey for Thanksgiving and turkey for Christmas, with a few occasions when she and her family "went home to Mother's."

Homemakers of today may make a still better showing if they choose to keep tabs on their turkeys. They will likely cook more turkeys, and probably better turkeys. And they can start out with scientific directions for roasting the bird instead of having to acquire the skill by the trial and error method.

Instead of being limited to holiday time, we can now buy turkeys all through the year. Turkey raising has become a major branch of the commercial poultry industry. Both fresh killed birds, and those that are stored "fresh chilled" by modern refrigeration methods are marketed in practically every month of the year. Although about 60 percent of the turkeys come from the Middle West, growers in California are selling both market birds and eggs for hatching. Then there has been a swing back to turkey growing in New England, New York, Pennsylvania,



Maryland, and Virginia. Science has stepped in to help the producer overcome some of the hazards.

Another reason for increased use of turkey on the table of city families is the smaller size of the modern bird. Turkeys weighing from 7 to 12 pounds have been on the market lately. This year this is partly an indirect result of the drought, which boosted feed prices. However, producers now hatch turkeys earlier and also finish younger birds for market. These smaller birds are just what many families want.

The U. S. quality grading service for turkeys has been another attractive feature to consumers. It is estimated that licensed Federal inspectors will grade about a million turkeys this year. Most retail buyers will get turkeys that grade "U. S. Prime" or "U. S. Grade A", and "U. S. Choice" or "U. S. Grade B." Turkeys of both these grades are good buys. They differ only slightly in external appearance and fleshing. As a rule the grades are stamped on the box or barrel, not on the individual turkey, but a dealer who sells government graded birds finds it a selling point.

There is a record turkey crop this year -- some 20 million birds -- which is a third more than last year and about 1,000,000 more than in 1932 and 1933. There will probably be an increased demand for turkeys later this winter because of a somewhat smaller supply of other meats.

A housewife can learn to judge turkeys on the counter for herself. If she wants a light-weight tender young turkey, less than a year old, she should ask for a "young hen" or a "young tom". Allowing for the different bone structure and fleshing characteristics of the male and female birds, the amount of meat and its tenderness are about the same for either a hen or a tom of a given weight.



The points to look for in a young turkey of good quality are: A flexible breast bone, plumply fleshed breasts, thighs and backs, good covering of fat over the entire carcass, complete bleeding, good dressing, few or no pin feathers, very slight flesh or skin bruises or discolorations, dry-picking or semi-scalding, dry packing. A turkey with a crooked breast bone will be awkward to carve, and broken wings or legs lower the market grade of poultry but may not affect the eating quality.

The modern method of roasting turkey is to use a moderate temperature (about 350° F.) all the time the bird is in the oven. This constant moderate heat browns it gradually and allows it to cook through evenly without drying out. At this moderate temperature, a well-fattened young turkey takes about 15 minutes to the pound as bought, and an older bird 18 to 20 minutes to the pound.

Whether to use a cover on the roaster depends on the age and the plumpness of the turkey. If the bird is young and plump with streaks of fat along the back and breast, some cooks say leave the cover off. Start the turkey breast down on a rack in the open pan. Baste it with melted butter and pan drippings about every half hour. The moderate oven heat, not the cover on a pan, is what helps to hold the juice in the meat. Intense heat and moisture, even the steam circulating in the covered roaster, are what draw out juice and make meat dry.

But an older or a not-so-fat bird needs a cover for part if not all of the roasting time. It needs the help of steam to soften the tough muscles of legs and thighs. There is moisture enough in the turkey itself to make this steam. Don't baste the bird with water, or pour water in the bottom of the pan unless you want to pot-roast your turkey. The pan drippings will brown just right for gravy, they will not burn if you keep the oven heat moderate.

Every family has its favorite turkey stuffing. Some like a dry crumbly



stuffing of bread crumbs enriched with melted butter and rendered-out turkey fat and seasoned with savory herbs such as thyme, marjoram, sage, and parsley. Others are all for a stuffing moistened with milk, or eggs, or oysters. And some set greatest store of all by a cornbread, rice, or masked potato stuffing mixed with nuts and seasonings. If crop as well as body cavity of the bird is stuffed, about 3 quarts of the savory mixture is needed. Any extra stuffing that will not go in the bird can be baked in the oven and basted occasionally with the pan drippings.



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THE MARKET BASKET

by

Bureau of Home Economics, U. S. Department of Agriculture

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FIGS AND DATES

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Mohammed is credited with saying "If I should wish a fruit brought to Paradise, it would certainly be the fig." Figs were a luxury featured on the tables of the rich in the Mediterranean countries from very early times. Dates, too, are fruits whose history can be traced back 4000 years or more, to the valleys of the Euphrates and the Tigris rivers in the fertile land now called Iraq.

Some of us, this year, after our Thanksgiving dinner, may be eating domestic dried figs and moist, tender American Deglet Noor dates packed like strawberries. As we sit around the fireside with our fruits and nuts, suppose we follow the trail of these two interesting aristocrats from the Old World to the New--from 3000 B.C. down to the latest scientifically managed American fig or date orchards.

The story is a long one, roughly told by drawing two lines from Mesopotamia westward. One goes south, across Arabia, Egypt, northern Africa, and over to Spain. That represents the dates, which the Moors brought with them between the seventh and twelfth centuries.

The other line, for the figs, passes through Arabia, Syria, Asia Minor, the islands of the Mediterranean, Greece, Italy, and so to Spain. From Spain

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the two fruits were carried westward by Spanish missionaries and established in New World gardens wherever the climate was hot and dry enough for them to grow.

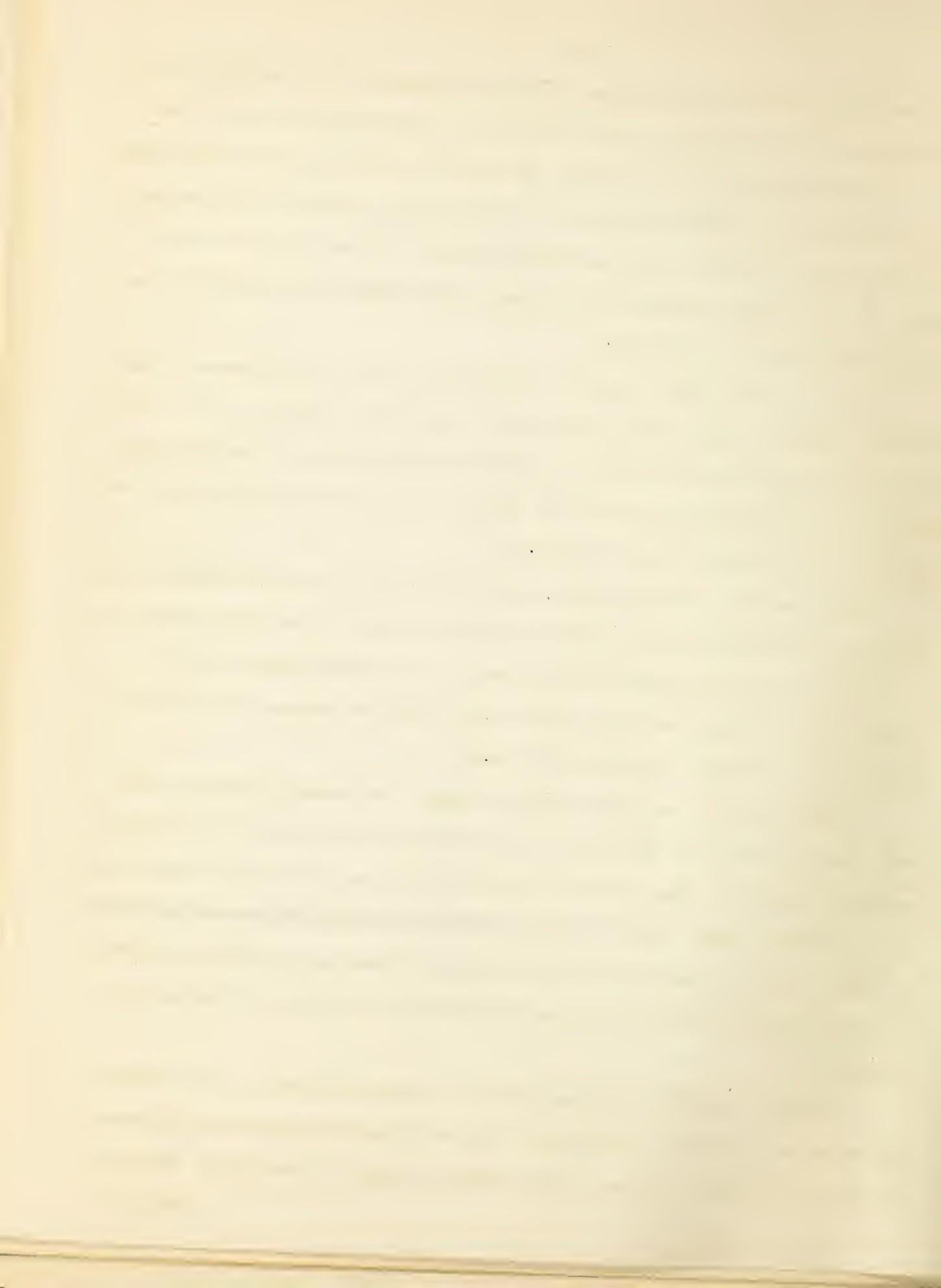
There they stayed in the gardens for several centuries, little known outside Mexico, southern California and a few other places settled by the Spaniards, although colonial commerce later on brought imported figs and dates to the Atlantic cities. French settlers in Louisiana, who had known figs in Europe, introduced them along the Gulf Coast.

It was not until about 1890 that scientists of the U. S. Department of Agriculture began to consider the possibility of establishing Smyrna figs as a commercial crop suited to the climate of southeastern California and similar areas. Growth of the industry was fairly slow, because it was some years before the propagation of the fruit was fully understood.

About the turn of the century plant scientists also saw the opportunity to grow the date palm in the arid climate and alkaline soil of the Salton Basin of the Colorado Desert in southeastern California, or the Salt River Valley of Arizona. The date palm requires intense heat, excessive dryness of the air, and absence of all rainfall in the growing season.

Let's return to the lore of earlier days. The ancient Assyrians grew both dates and figs, and left the tale of how they did it on their clay tablets and wall sculptures. They seemed to know the method of pollinating dates much as it is practiced today. "The date palm, the queen of trees, must have her feet in running water and her head in the burning sky," runs an old Arabian proverb. The roots must have water, but no rain must fall on the fruit, in Arabia - or Arizona.

Caravans bringing dates from peoples in western Sahara and the Barbary States worked an economic revolution. The use of camels enabled the inhabitants of the desert oases to exchange their dates for wheat to make bread. They also



grew other fruits, — peaches, almonds, grapes, olives, — under the shade of the great date palms. In Egypt the date was held in such esteem that they used a single leaf of the date palm as the hieroglyph for a month, the whole crown of the tree for a year, because they believed the tree put forth exactly twelve leaves each year. (The number varies from twelve to twenty, botanists say.)

We still import quantities of dates, chiefly from Iraq. But the volume of American grown dates has increased rapidly since the introduction of superior varieties such as the Deglat Noor. California sent 3,253 tons to market in 1935, and Arizona grew a good supply.

The culture of figs also goes far back into the past, long before the republics of Greece and Rome existed. Homer mentions figs three times in the Odyssey. Romulus and Remus were supposed to have been nursed by the historic wolf under a fig tree. Aristotle was one of the early writers who understood fig propagation by caprification. The wealthy Greeks prized figs so much as a luxury that they were called "sykopants" or "fig eaters." (Later this term was applied to spies, who informed the authorities about the unlawful exportation of figs from Attika.) Henry the VIII and Queen Elizabeth are both said to have had their private supplies of this delectable fruit brought from the Mediterranean.

Two distinct types of figs are grown in the United States. The South Atlantic and Gulf States grow the Adriatic fig as a garden tree. The delicious fruit is eaten fresh, at home, or sold in local markets. These figs are highly perishable in a humid climate and are not dried commercially in the Gulf region. Some of them are taken to small local canneries, and 4-H club girls in some of the Southern States have made a reputation for canning home-grown figs. Texas has a few commercial orchards and canneries.

California uses both the Smyrna-type figs and the Adriatic-type for drying. In 1935 some 24,000 tons of dried figs were marketed. To the scientist



again goes the credit for much of the increase in this industry. Investigators learned that the Smyrna fig tree will not fruit unless the blossoms on the female trees are fertilized by pollen from a "caprifig" tree. This is a variety of fig tree which does not bear edible fruit, but in such fruit as it has, there are always certain small wasps, which carry pollen to the fruiting species. So it was necessary not only to establish caprifig trees near fig orchards, but also to secure a supply of the little "Blastophaga" wasps, in order to produce any fruit on the Smyrna fig trees.

In our western food habits we regard both dates and figs as dessert adjuncts or confections. Nevertheless, these fruits play their part, the Bureau of Home Economics says, in furnishing us with iron and calcium, and about 1400 calories to the pound. Domestic dates are more moist and less sweet and sticky than those imported from the Orient, which makes them more agreeable to eat in the hand. Neither dates nor figs are particularly useful as a source of vitamins. Dates contain some vitamin A and are a fair source of vitamin B. Figs have vitamins B and G in small amounts.

Why then, it might be asked, are domestic dates and figs increasing in popularity? For one thing, we Americans like sweets; for another, we like the choice dates and figs that are selected for fancy packing. And we like our foods handled and packed in clean ways, which these relatively new industries practice. But chiefly, it's a matter of special flavor, just as it was with the ancients in the valley of the Euphrates and the Tigris.

A good many modern housewives would be sorry if they could not get choice dates and figs to stuff with cream cheese for salads, or with nuts or fondant for a sweetmeat. We like to chop both dates and figs and put them in cakes, cookies, muffins, steamed puddings or creamy tapioca. We tuck them as a wholesome sweet into the children's lunch boxes. In all of these uses we are thinking primarily, like Mohammed, of the delightful flavor.

